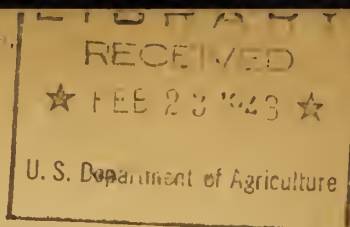


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U.S. Agricultural Marketing Administration
WAR-TIME ORGANIZATION OF FOOD INDUSTRY GROUPS



I. OBJECTIVES

- (1) As a wartime emergency measure to establish an orderly marketing flow of agricultural commodities in the face of increasing transportation, storage and merchandising difficulties and labor shortages.
- (2) As a long range measure to maintain an orderly marketing flow of agricultural commodities in coping with post-war readjustments.

II. MECHANISM

- (1) A State Food Marketing Committee composed of members of food industries including representation from chain, voluntary and cooperative groups, independents, wholesalers of groceries, fruits and vegetables, poultry, dairy products, meats; also restaurants State Board of Agriculture, State College Extension Service (Marketing Specialist) and Agricultural Marketing Administration (State Supervisor)
- (2) Marketing Area Committees
Representation same as State Marketing Committee and selected from marketing areas in state. Chairman would be ex-officio member of State Marketing Committee, marketing areas of state to be determined by State Marketing Committee.

III. OPERATIONS

- (1) Merchandising of food commodities available for civilian use and in abundant supply nationally.
- (2) Merchandising food commodities available for civilian use and in abundant supply locally.
- (3) Counselling any development of new marketing practices which may be desirable because of wartime emergencies.

IV. PROCEDURE - (To be determined by State Marketing Committee)

V. AMA ACTIVITY -

- (1) Prior to VFS designations confer with State Marketing Committee.
- (2) Upon concurrence from State Marketing Committee, confirmation made by Regional Administrator to Washington for Administrator's designation and Secretary's approval.
- (3) Immediately upon VFS designation, notice forwarded to State Marketing Committee, wholesalers, and trade press.
- (4) Approximately one week prior to date of campaign period extensive public program will be executed to stimulate consumer demand for designated VFS through the following channels:
 - (1) Press (a) Editors of Consumer's page (b) Advertisement Managers for tie-in with trade.
 - (2) Radio (a) Special Department of Agriculture programs, national and local (b) Radio Consumer programs - commercial and sustaining (c) tie-ins with advertisers.
 - (3) Magazines (a) National - cooperation assured by Woman's Home Companion, Ladies' Home Journal, Good Housekeeping, Parents, Look, Life, etc. (b) Regional and State publications, Parent-Teachers, labor, industrial organs.
 - (4) Public Utility Tie-in: General Electric, Westinghouse and Servel Plans. Designated to stimulate interest of gas, electric, and telephone users in better nutrition, (these companies furnish local public utility organizations with "stuffers" for inclusion with monthly consumer bills).



- (5) Direct-To-Consumer. Civilian Defense Council "Block Neighborhood Leaders", Nutrition Council (State and County), Home Demonstration Agents, Home Management Supervisors of all Federal agencies, Red Cross Nutrition Programs, Public Utility demonstrators, School Home Economic classes, etc.
- (6) Dealer Helps: (a) Nationally-notify trade associations and organizations (b) Locally - notify all retailers (c) Supply retailers with point-of-sale aids - window posters, and decalcomania free of cost (d) Cooperation of OCD in explaining text of OWI "Kitchen Placard" (How homemakers can go all-out for war effort)

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